



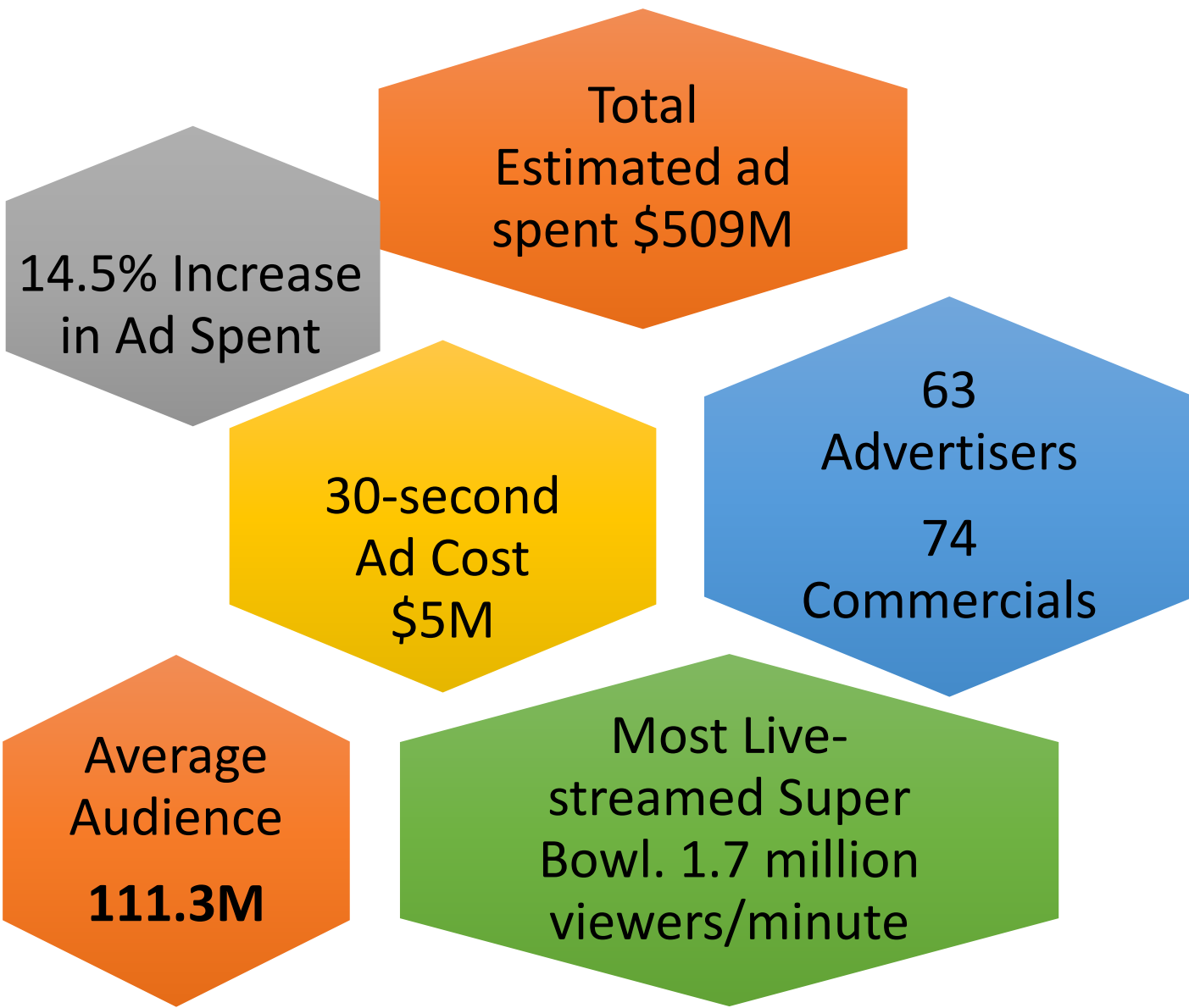
# 2017 Super Bowl LI Best Marketing Trends

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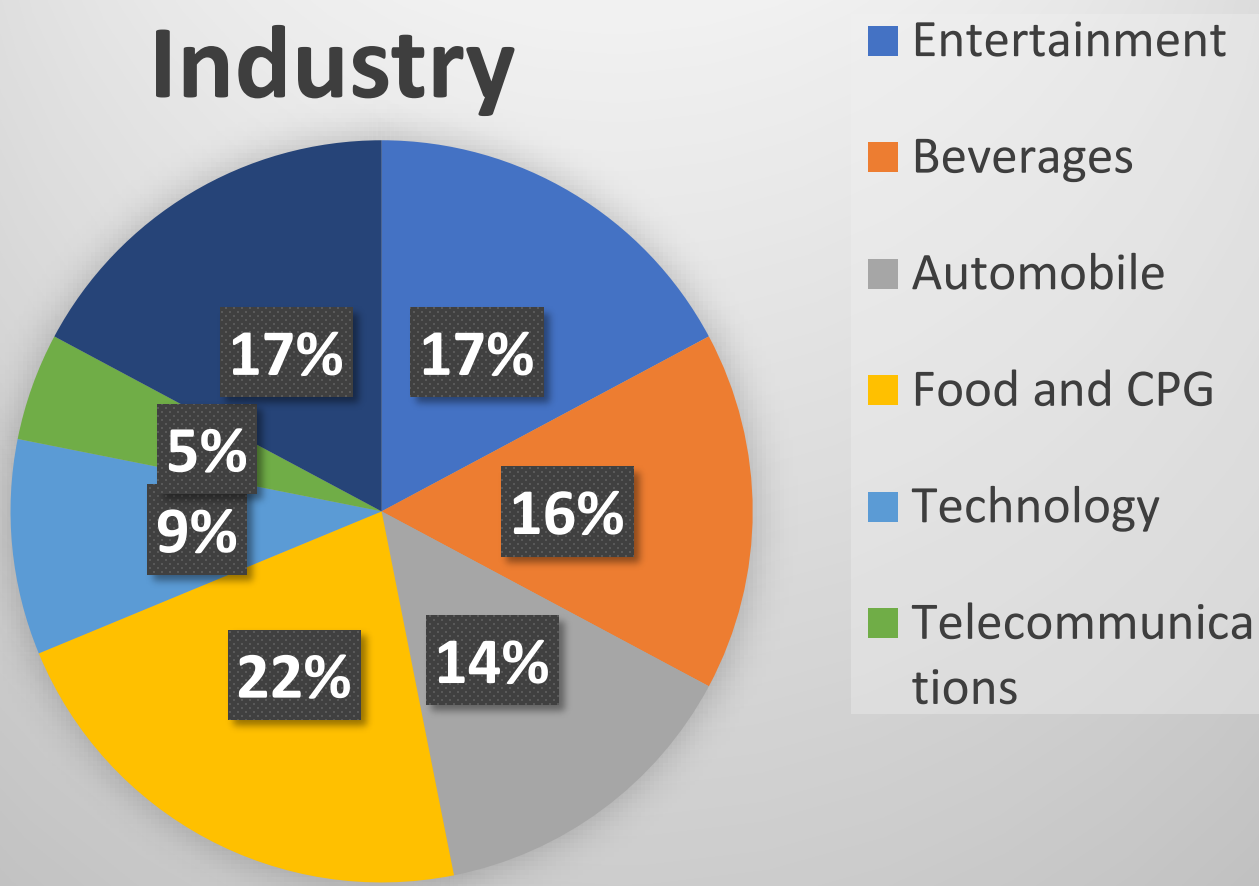
## Objectives

- 1.Present the impact commercials had in the Super Bowl LI audience.
- 2.Present the best and worst commercials.

## Overview

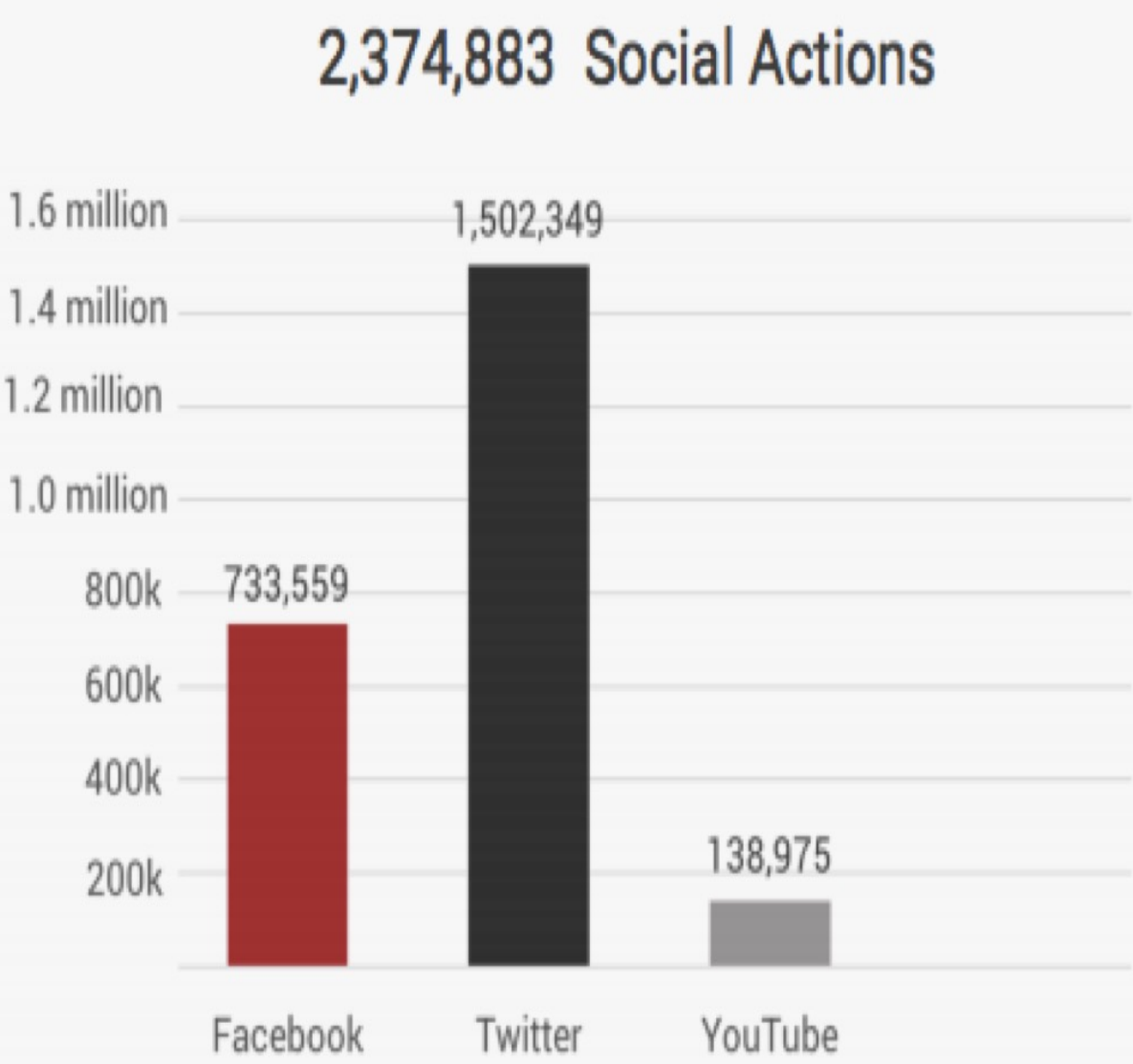


### Super Bowl LI Commercials by Industry

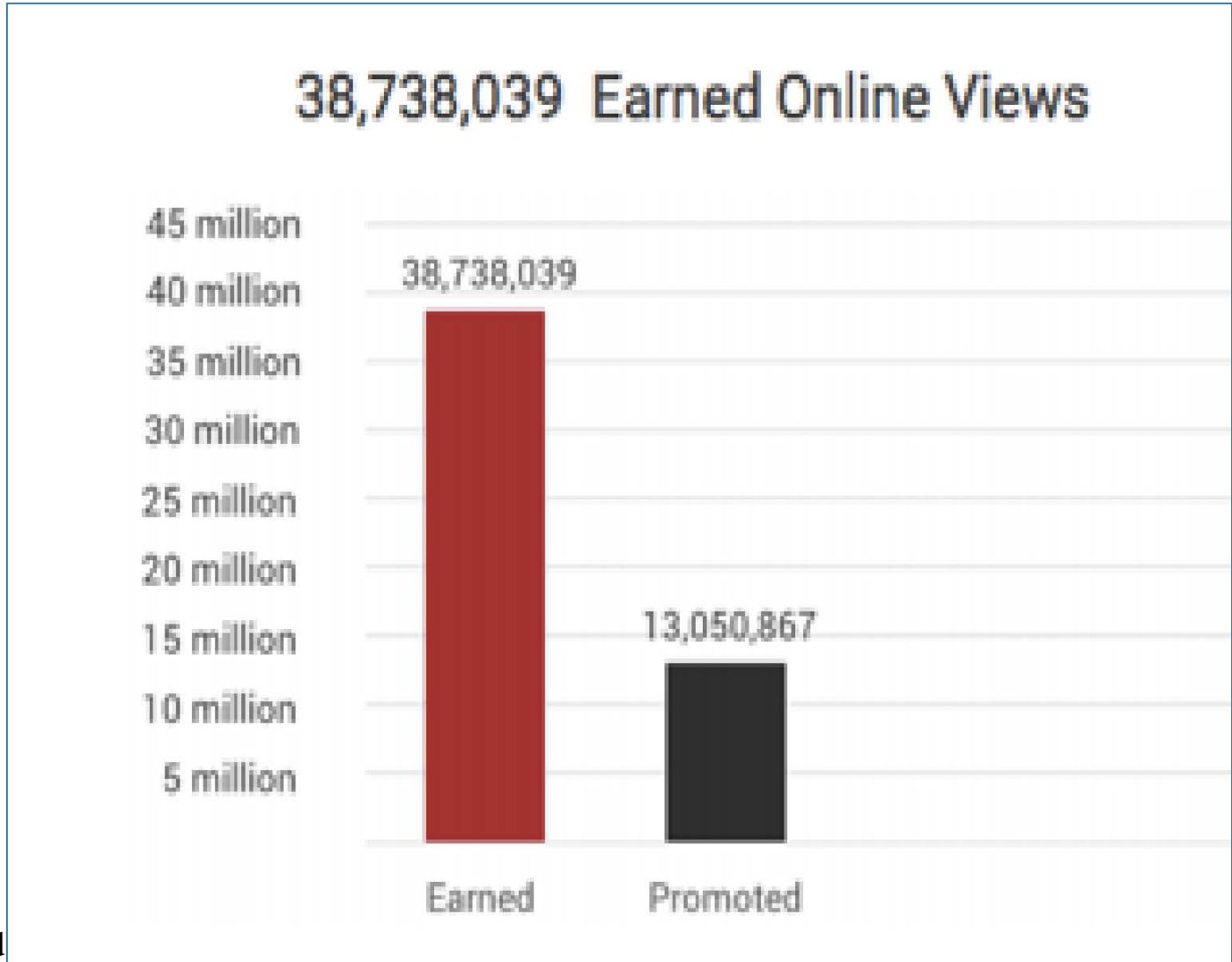
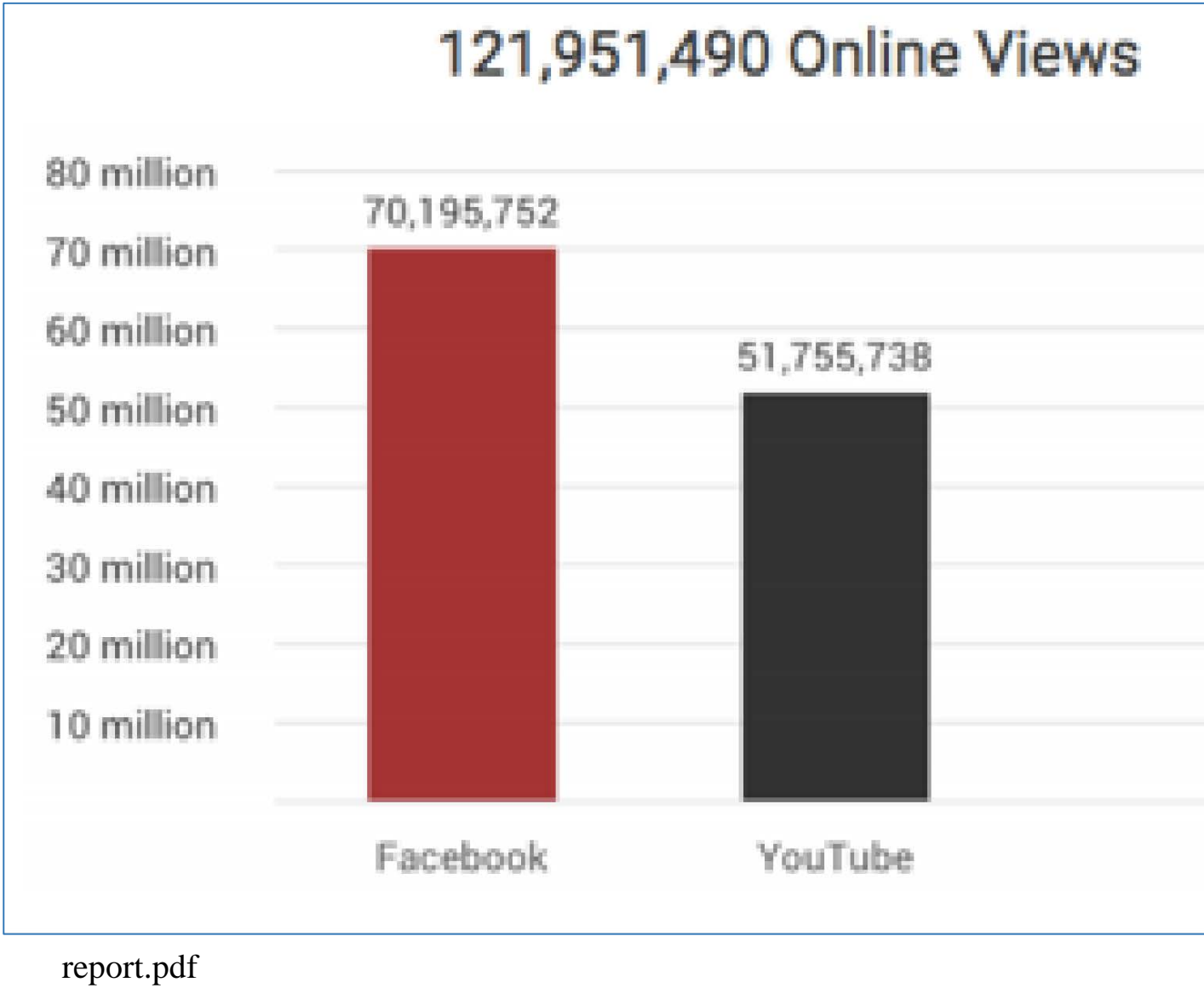


## Digital Activity Game Day

### Performance



Source: Real-Time TV Analytics. Ad Center Super Bowl 2017.  
iSpot.Tv. Retrieved February 27, 2017 from:  
<http://go.ispot.tv/rs/781-TZN-877/images/ispottv-super-bowl-report.pdf>



## The 5 Best Commercials - Based on Digital Share of Voice

According to AdvertisingAge and iSpot.tv the winners are:

1. **NETFLIX**

“Stranger Things Season Two: 1984”

Digital Share of Voice **11.78%**  
TV Ad Impressions 69,202,905  
Earned Online Views 935,390  
Social Impressions 643,279,691

2. **Budweiser**

“Born the Hard Way”

Digital Share of Voice **11.19%**  
TV Ad Impressions 74,498,203  
Earned Online Views 6,437,197  
Social Impressions 142,734,184

3. **Mr. Clean**

“Cleaner of Your Dreams”

Digital Share of Voice **7.22%**  
TV Ad Impressions 72,679,829  
Earned Online Views 2,046,197  
Social Impressions 174,323,752

4. **T-Mobile**

“Unlimited Moves”

Digital Share of Voice **5.84%**  
TV Ad Impressions 65,839,993  
Earned Online Views 2,535,685  
Social Impressions 359,765,674

5. **84 LUMBER**

"The Journey Begins"

Digital Share of Voice **5.43%**  
TV Ad Impressions 81,357,610  
Earned Online Views 2,355,316  
Social Impressions 151,163,21

## The 2 Worst Commercials

1. Wargaming: The Real Awful Moms 2. Machine Zone: Mobile Strike



## Conclusions

Among different approaches to rank the best and worst Super Bowl commercials, the most prevalent measure is based on digital share of voice (SOV). Digital SOV is “the percentage of Social Actions and Earned Views generated by the spot compared to all others” (iSpot.tv, 2017)

Use of humor and celebrity continued to sustain in the trends in the Super Bowl LI best commercials. The most remarkable trend in 2017 was spurred by the political environment and covered immigration issues. Two of the five winners that used this strategy generated high rates of audience engagement.